

MAIL TO:
Office of the Attorney General
Registry of Charitable Trusts
P.O. Box 903447
Sacramento, CA 94203-4470

STREET ADDRESS:
1300 I Street
Sacramento, CA 95814
Telephone: (916) 323-5079

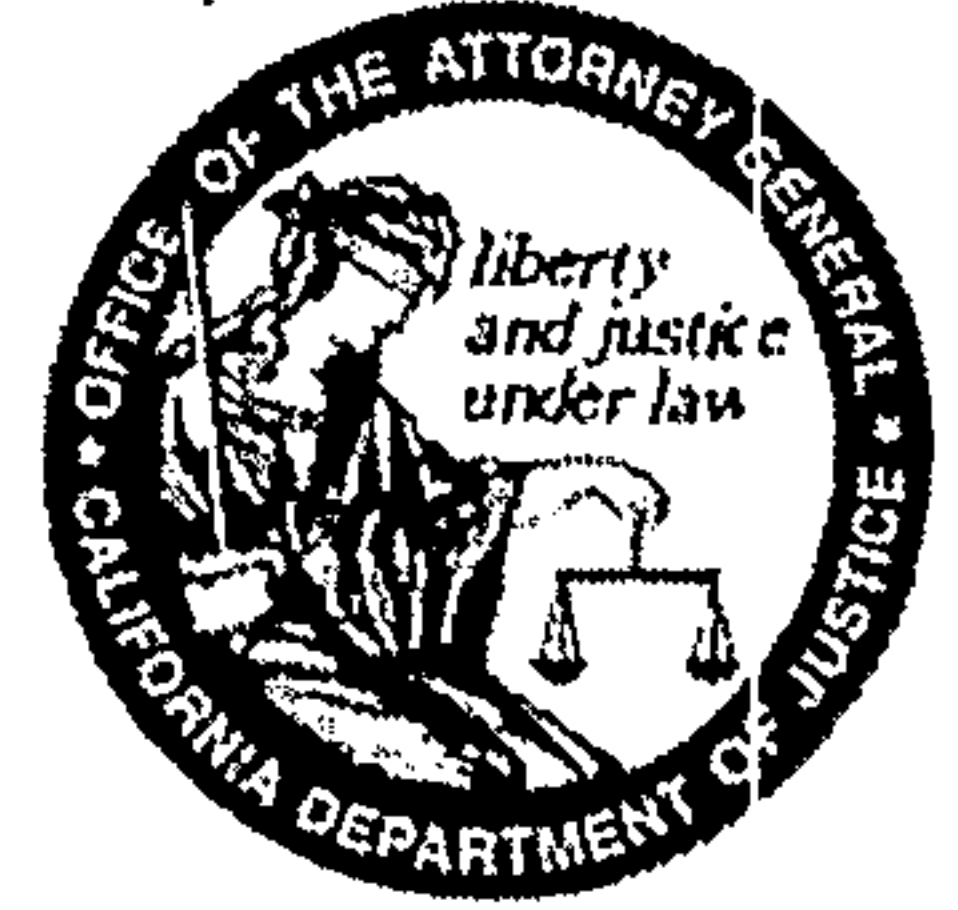
WEB SITE ADDRESS:
<http://ag.ca.gov/charities/>

COMMERCIAL FUNDRAISER FOR CHARITABLE PURPOSES

ANNUAL FINANCIAL REPORT FOR 20⁰³ (California Government Code Section 12599)

Failure to file annual financial report by January 30th annually for each calendar year of solicitation may result in late fees as defined in Government Code Section 12586.1

An annual financial report must be filed for each event
for each charity solicited for during the previous calendar year.



Name and Address of Commercial Fundraiser:
Midwest Publishing-DN, Inc.

Name of commercial fundraiser
10844 N. 23rd. Ave.

Address of commercial fundraiser
Phoenix, AZ 85029

City, State, and ZIP Code

Name and Address of Charitable Organization:

CT No. 111617 F.E.I.N. No. 951985954
California Professional Firefighters

Name of charity
1780 Creekside Oaks #200

Address of charity
Sacramento, CA 95833

City, State, and ZIP code of charity

Figures from (check one): National Campaign ☐ California Campaign ☒

Telephone Solicitation held (on) (from) 1/1, 2003, to 12/31, 2003.
(Type of activity) (Date or dates must be shown)

Is the contract between the commercial fundraiser and charity based upon a fee or percentage of revenue? Fee ☐ Percentage ☒ Other ☐
If other, provide brief explanation

1. REVENUE

A. Cash contributions	67,384.44	A.
B. Entertainment sales or admission charges		B.
C. Sales from products		C.
D. Advertisement sales	59,062.26	D.
E. Membership fees		E.
F. Other sources: (Specify)		
a.		Fa.
b.		Fb.
c.		Fc.
d.		Fd.

G. TOTAL REVENUE

126,446.70 G.

2. EXPENSES

A. Fees or commissions		A.
B. Salaries	71,678.31	B.
C. Payroll taxes		C.
D. Employee benefits		D.
E. Cost of merchandise for resale		E.
F. Cost of entertainment		F.
G. Postage	12,570.48	G.
H. Advertising	150.97	H.
I. Telephone	7,629.92	I.
J. Rental of equipment		J.
K. Facilities charge	5,859.59	K.
L. Permits		L.
M. Other expenses: (Specify)		
a. General office	4,416.46	Ma.
b. Depreciation	897.10	Mb.
c. Interest & Taxes	566.15	Mc.
d. PFR Profit	3,712.03	Md.

N. TOTAL EXPENSES

107,481.01 N.

COMMERCIAL FUNDRAISER FOR CHARITABLE PURPOSES
ANNUAL FINANCIAL REPORT FOR 20 03

(California Government Code Section 12599)

Page 2

3. Amount to charity (subtract line 2N from line 1G)	18,965.69	3.
4. Less additional fundraising expenses paid by charity including fee paid to commercial fundraiser (to be completed by charity)	0	4.
5. Less fair market value of goods and/or services used for the event which were paid by sponsor(s)	0	5.
6. Net proceeds realized by charity from the campaign (subtract lines 4 and 5 from line 3)	18,965.69	6.

7. (a) Does any officer, director, partner or owner of the commercial fundraiser have any affiliation with or control over, directly or indirectly, the charitable organization for which the commercial fundraiser has contracted to solicit?

☐ Yes ☒ No If "yes" complete the following:

Name of officer, director, partner or owner of commercial fundraiser	Name and address of charitable organization	Relationship of officer, etc. to charitable organization

(b) For each affiliation identified in 7(a), attach copy of the contract between the commercial fundraiser and the charity.

Under penalties of perjury, I declare that I have examined this report, including accompanying documents, schedules and statements, and to the best of my knowledge and belief, it is true, correct and complete.

John F. McCallum President 2/19/04

Signature of authorized officer (commercial fundraiser)

Printed name

Title

Date

This report must be signed by two officers or directors of the charitable organization for verification.

Signature of authorized officer/director (charity)

Printed name

Title

Date

Signature of authorized officer/director (charity)

Printed name

Title

Date